

Max Equity[®] Inc.

CONTRACTORS' MARKETING/BUYING GROUP

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FOR IMMEDIATE RELEASE:

ALSIDE SIDING & WINDOWS BECOMES A MAX EQUITY[®] SELECT VENDOR

Contractors Will Receive Rebates at Alside Siding & Window Locations Nationwide

CHESTERFIELD, Missouri – September 1, 2004 – Max Equity Inc., a marketing/buying group for contractors, today announced a national rebate program with Alside Inc.

Members of Max Equity will receive quarterly rebates on their material purchases of all siding and window products from Alside locations nationwide, excluding outside byproducts such as coil stock, caulking, underlayment, etc.

About Alside Inc.

For over 50 years, Alside has earned a reputation as a manufacturer of affordable, dependable, innovative vinyl products for just about every application - from windows, to siding, soffit trim and accessories. Alside invented America's first residential baked enamel aluminum siding back in 1947. Today they continue to be innovators in the vinyl building products industry.

About Max Equity

Max Equity Inc. is a marketing/buying Group for contractors. Membership is absolutely free, with no dues, service charges, or obligations. Max Equity Inc. lowers contractors' cost of doing business, through rebates on materials and the generation of remodeling leads. Rebates are earned on total group purchases with a given vendor, of which 70% is redistributed to members quarterly. The remaining 30% is retained by Max Equity to cover advertising, marketing, and administrative expenses.

For additional information, contact:

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